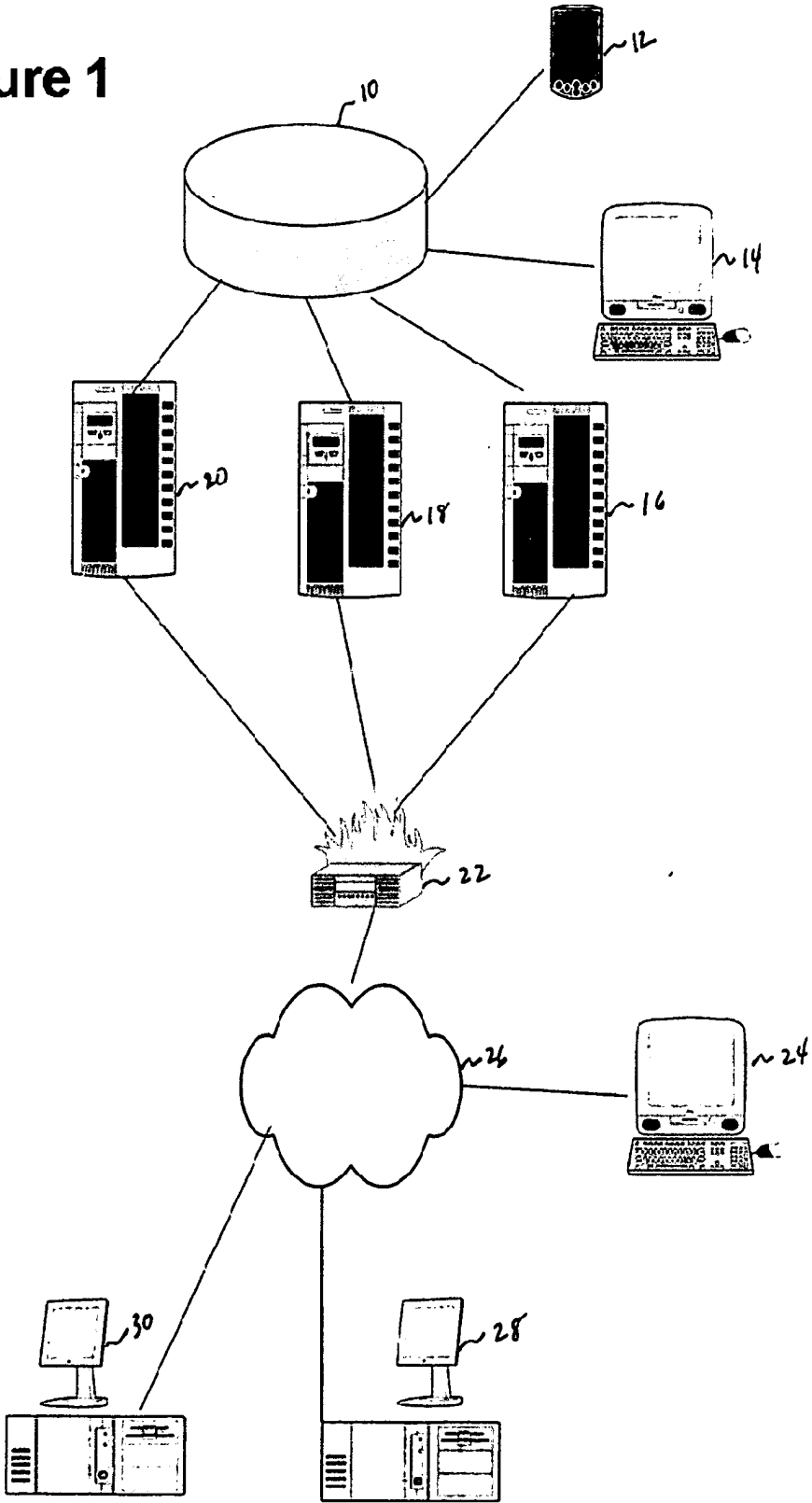




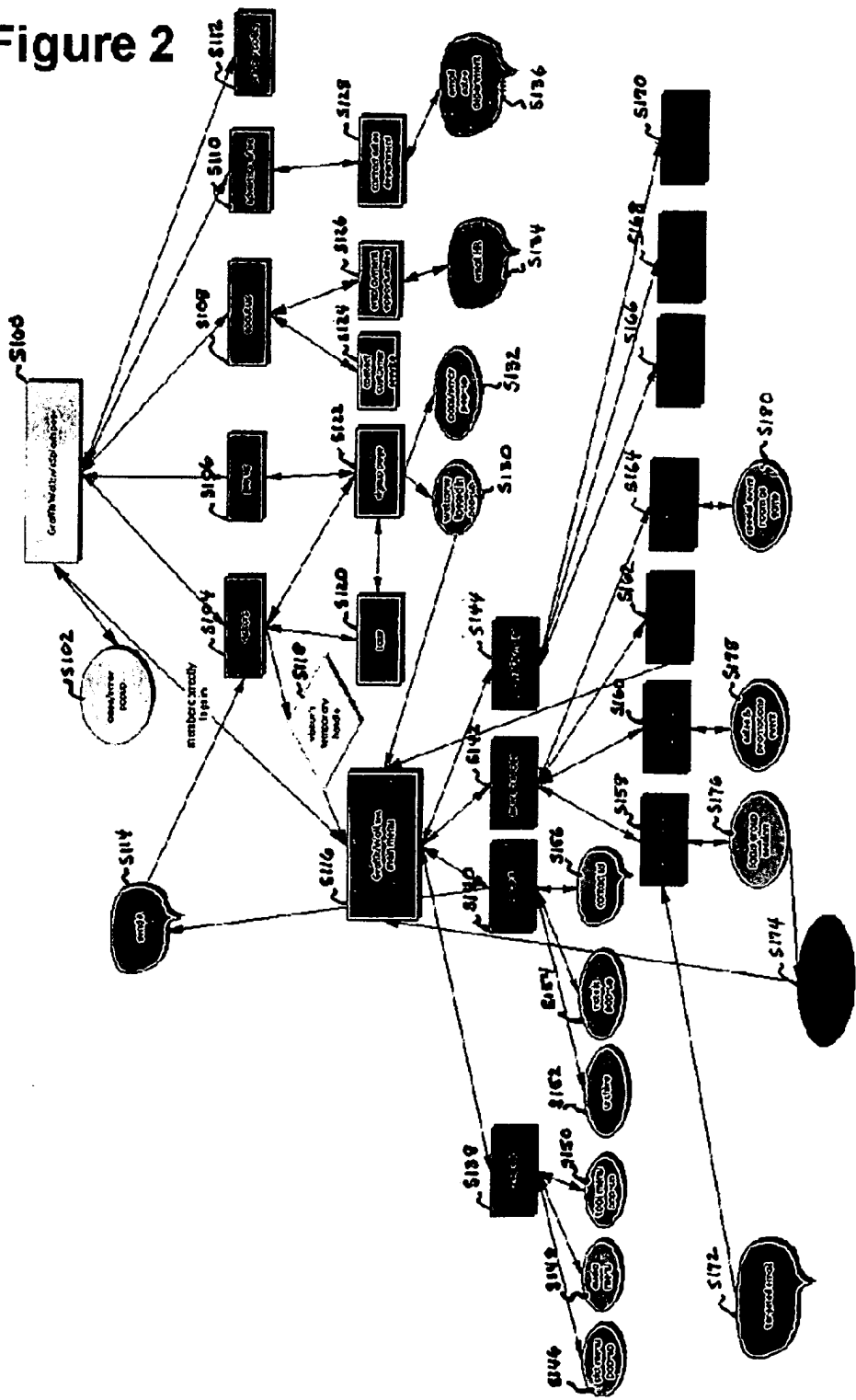
Replacement Sheet

Figure 1



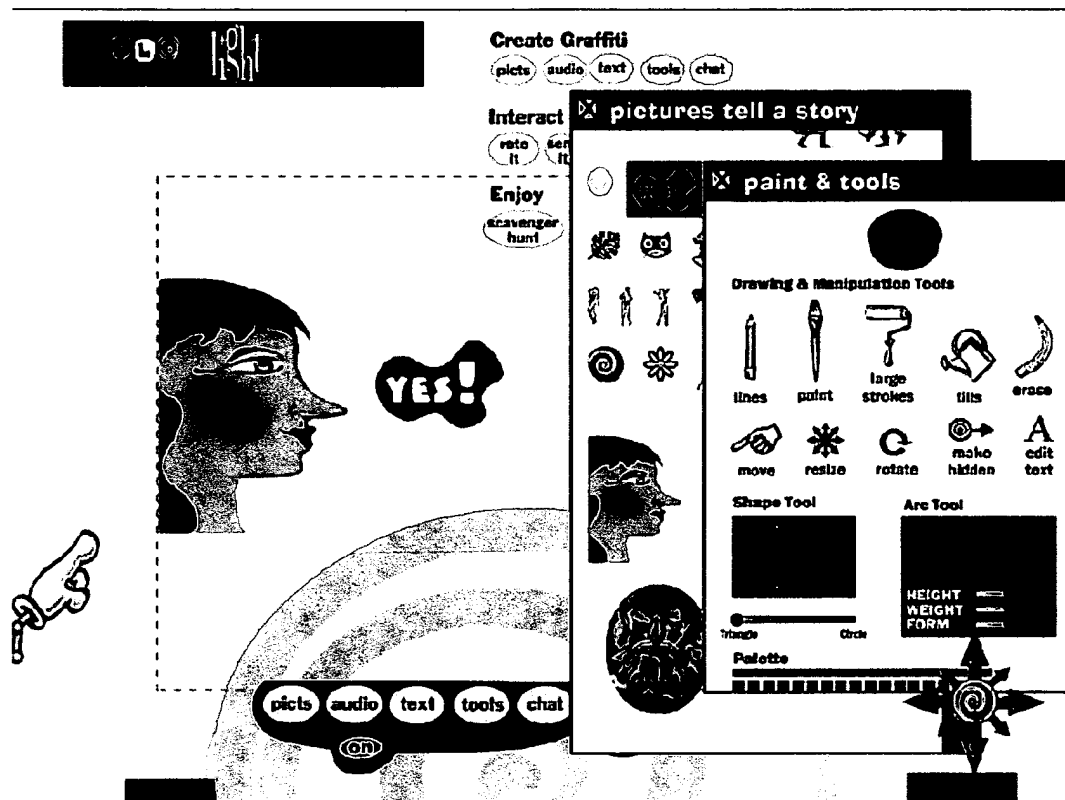
Replacement Sheet

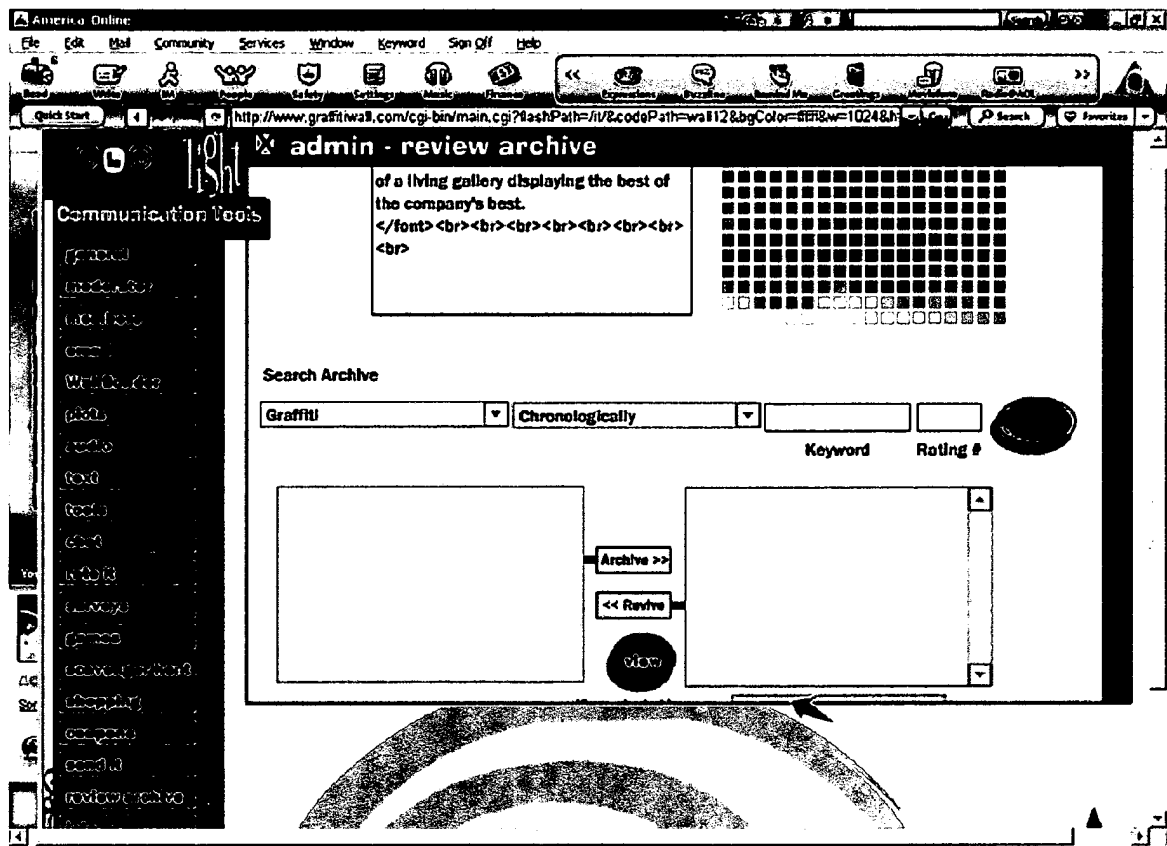
Figure 2



Replacement Sheet

Figure 3





Replacement Sheet

Figure 5

© GraffitiWall

✕ contact us

We welcome your thoughts and suggestions. We look forward to future correspondence.

Name:

Email:

Subject:

GraffitiWall™ is endlessly adaptable. It can take on any look you want, and gives you many brand-saturated multi-media options.

You may want more information. Use the following checklist to tell us your areas of interest. We'll respond soon.

I would like to know more about:

Customer relationship management features

picts

audio

text

tools

chat

coffee talk

news

THE WALL STREET JOURNAL

men

ADAPT OR DIE

picts

audio

text

tools

chat

submit

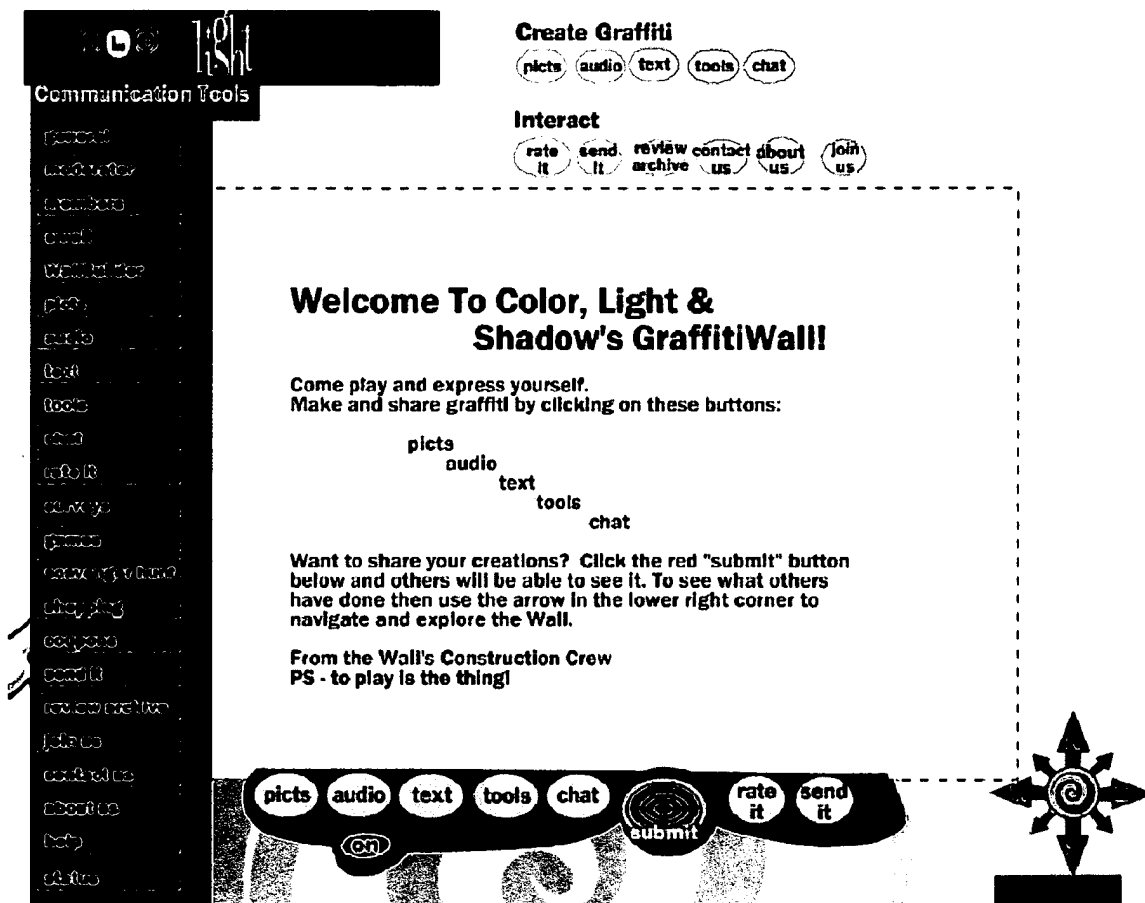
rate it

send it

on

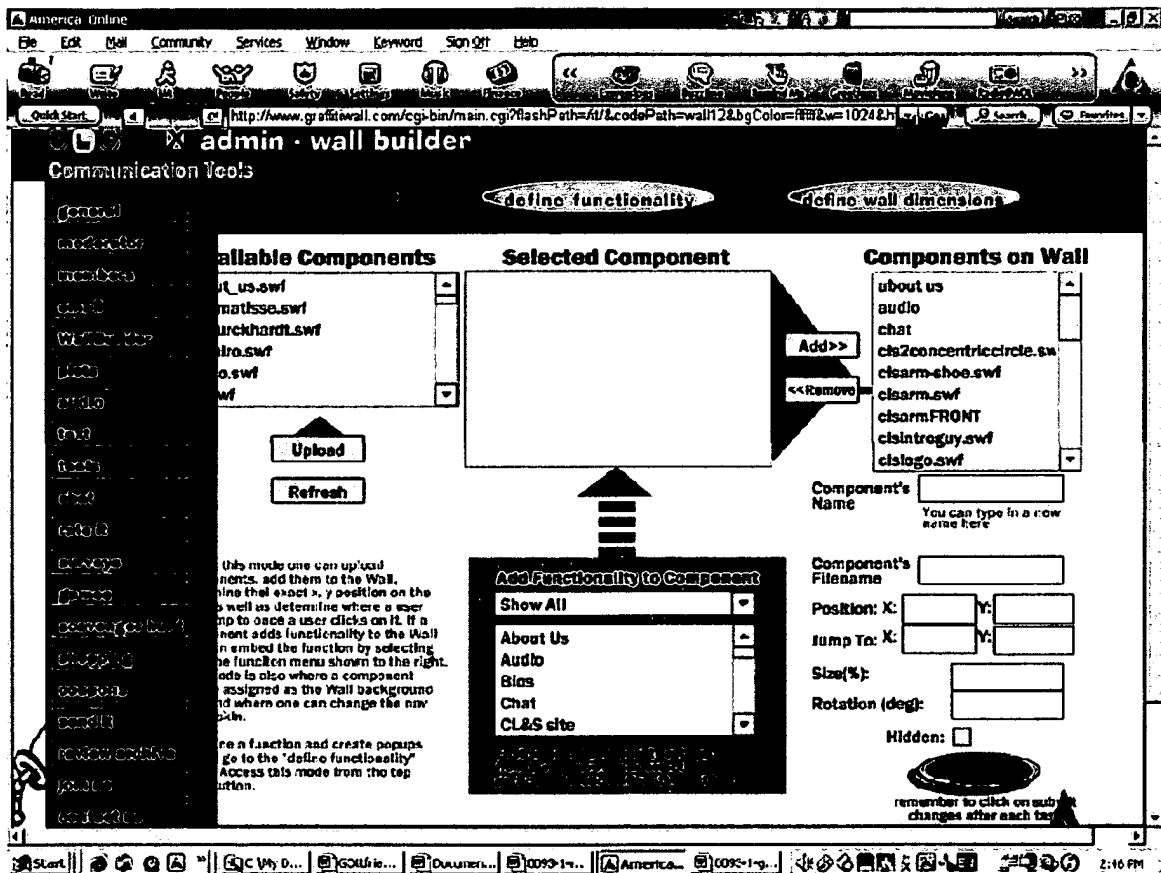
Replacement Sheet

Figure 6



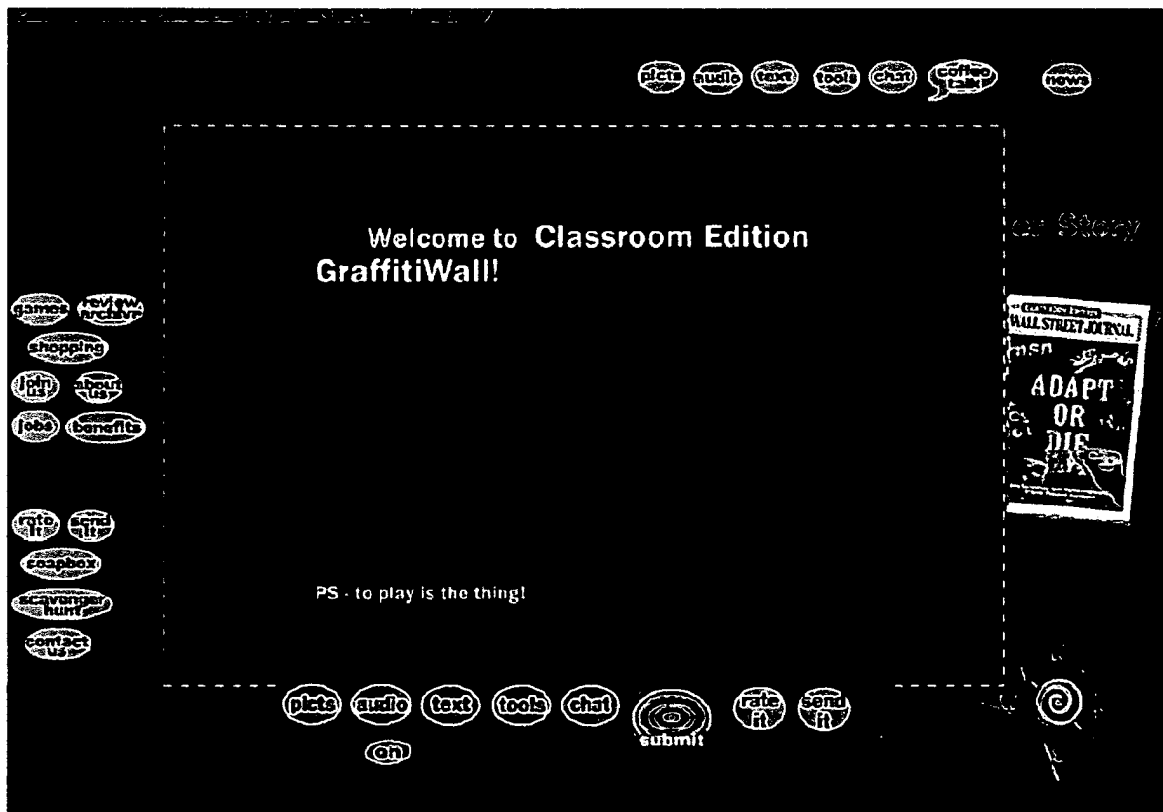
Replacement Sheet

Figure 7



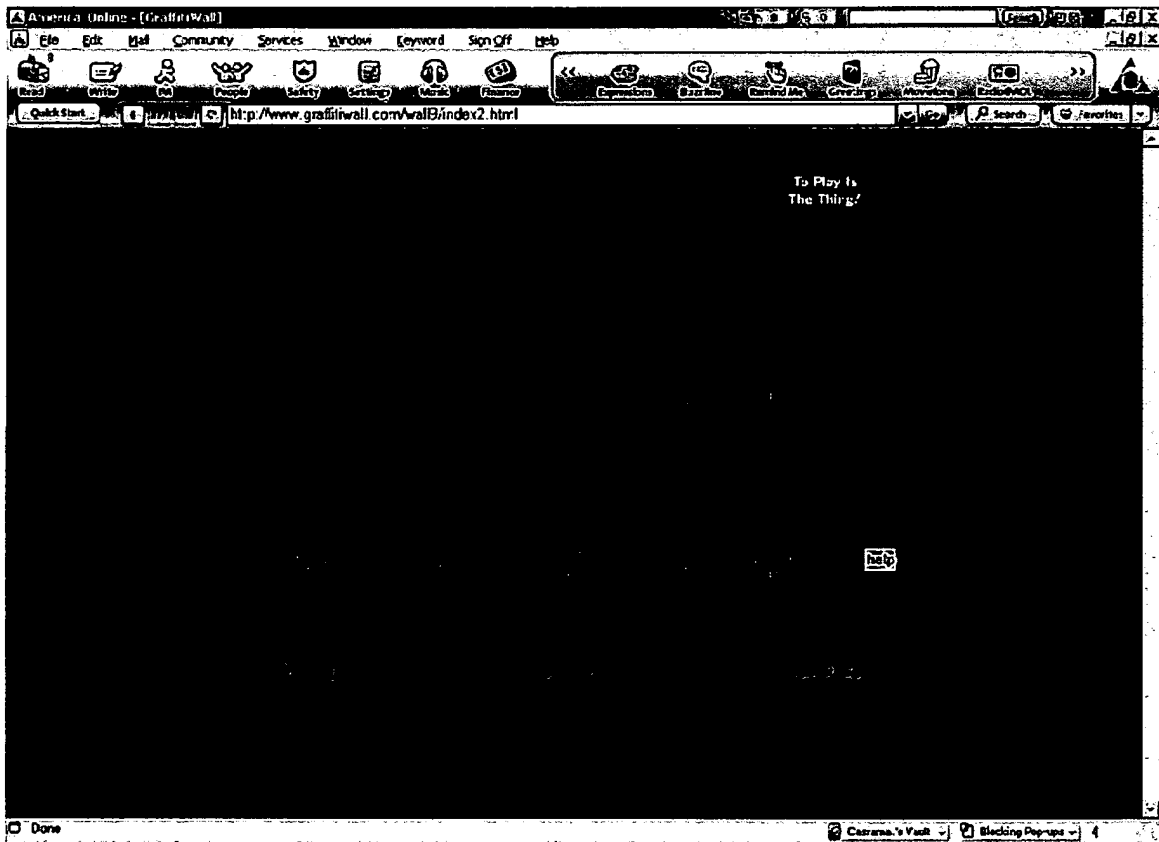
Replacement Sheet

Figure 8



Replacement Sheet

Figure 9



Replacement Sheet

Figure 10



Replacement Sheet

Figure 11

The image is a screenshot of a web browser window titled "America Online [Join Us]". The address bar shows the URL "http://www.graffitiwall.com/wall9/joinus.html". The browser's menu bar includes "File", "Edit", "Mail", "Community", "Services", "Window", "Keyword", "Sign Off", and "Help". The toolbar contains icons for "Send", "Write", "Join", "People", "Safety", "Settings", "Music", "Phone", "Expressway", "Instant Mail", "GraffitiWall", "Microphone", and "Webcam".

The main content area of the browser displays the "GraffitiWall™" website. The header features the logo "GraffitiWall™" and the tagline "To Play Is The Thing!". Below this is a section titled "Join Us in the Fun!".

The "Join Us in the Fun!" section contains a paragraph of text: "What is GraffitiWall? We're a digital town square, coffee shop, and village green, for members to gather, speak their mind, and build what every company dreams of: a loyal and engaged customer relationship. We value your input and look forward to hearing from you often. Communicating only through words can sometimes be limiting so we're offering a large palette of mediums ranging from pictures, words, sound and live dialog. We hope you'll join us in our frequently scheduled activities such as scavenger hunts, free promotional give-aways, games, and focus groups. In a nutshell, the Wall is for you to build a community where everyone is invited to share their opinion or simply to have fun and meet new folks. To learn more visit our About Us section. Become A Member Just fill out the form below. Afterwards, expect a welcome email from us with a link that will bring you within the logged-in section of GraffitiWall. We look forward to seeing and hearing from you soon."

Below the text is a signature: "Best Regards, The Construction Workers behind the Wall".

The registration form consists of the following fields:

- Username:** A text input field with examples: "gotts44" or "weshoman345".
- Password:** A text input field.
- Re-type Password:** A text input field.

Below these fields is a horizontal line. Underneath the line, it says: "If you forgot your password, we would identify you with this information."

The password recovery section includes:

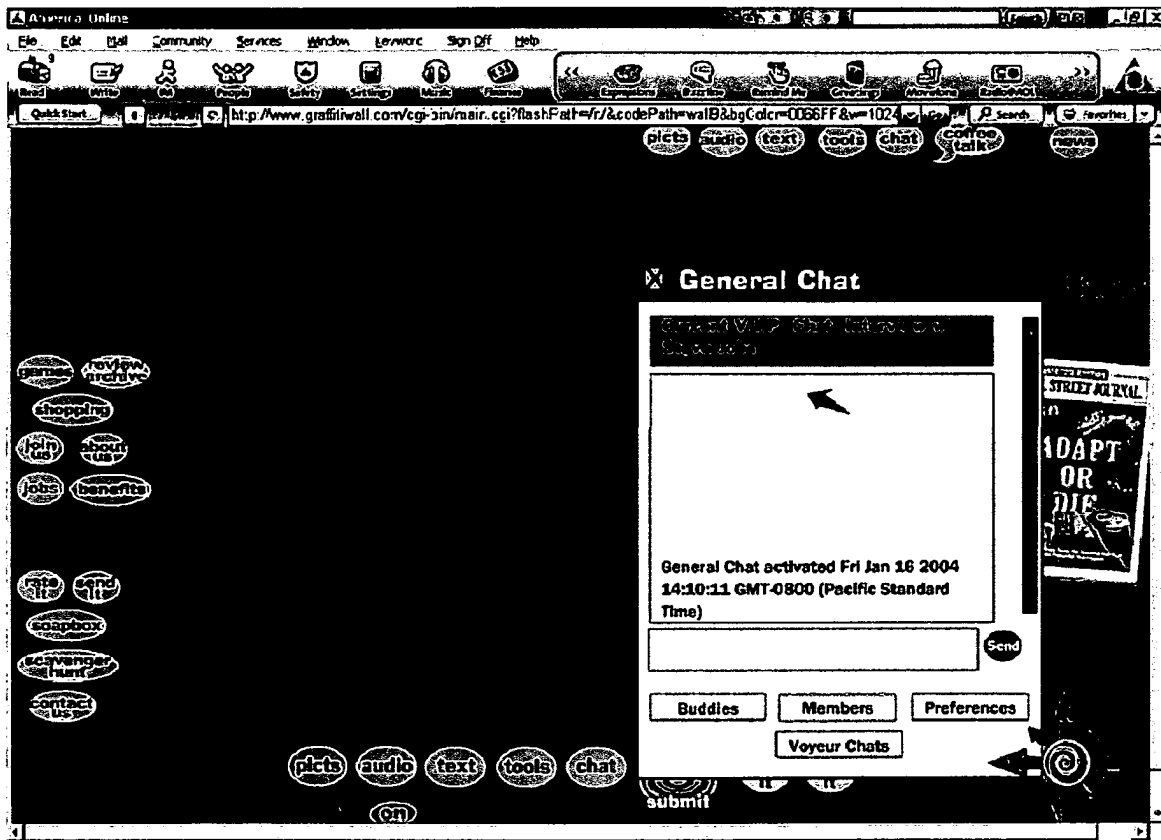
- Security Question:** A dropdown menu with the text "(Select a question to answer)".
- Your Answer:** A text input field.

At the bottom of the form are three buttons: "submit", "log-on", and "cancel".

The browser's status bar at the bottom shows "Done" on the left and "Carson's Visit" and "Blocking Pop-ups" on the right, with a small number "4" at the far right.

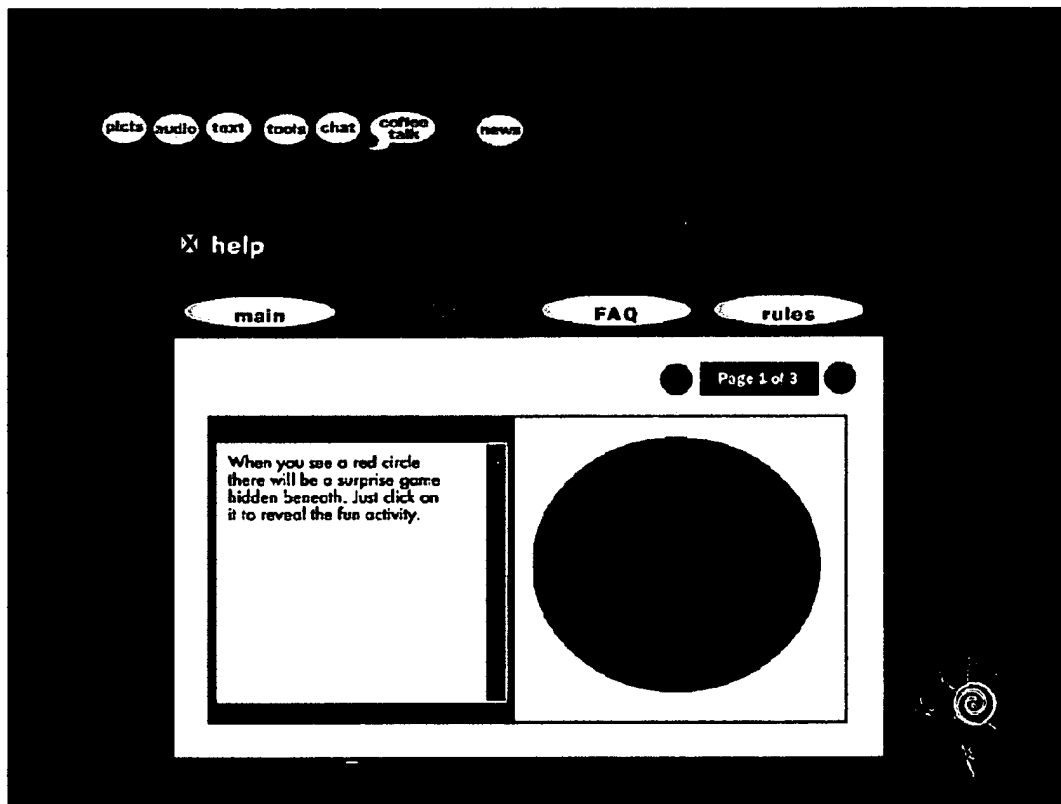
Replacement Sheet

Figure 12



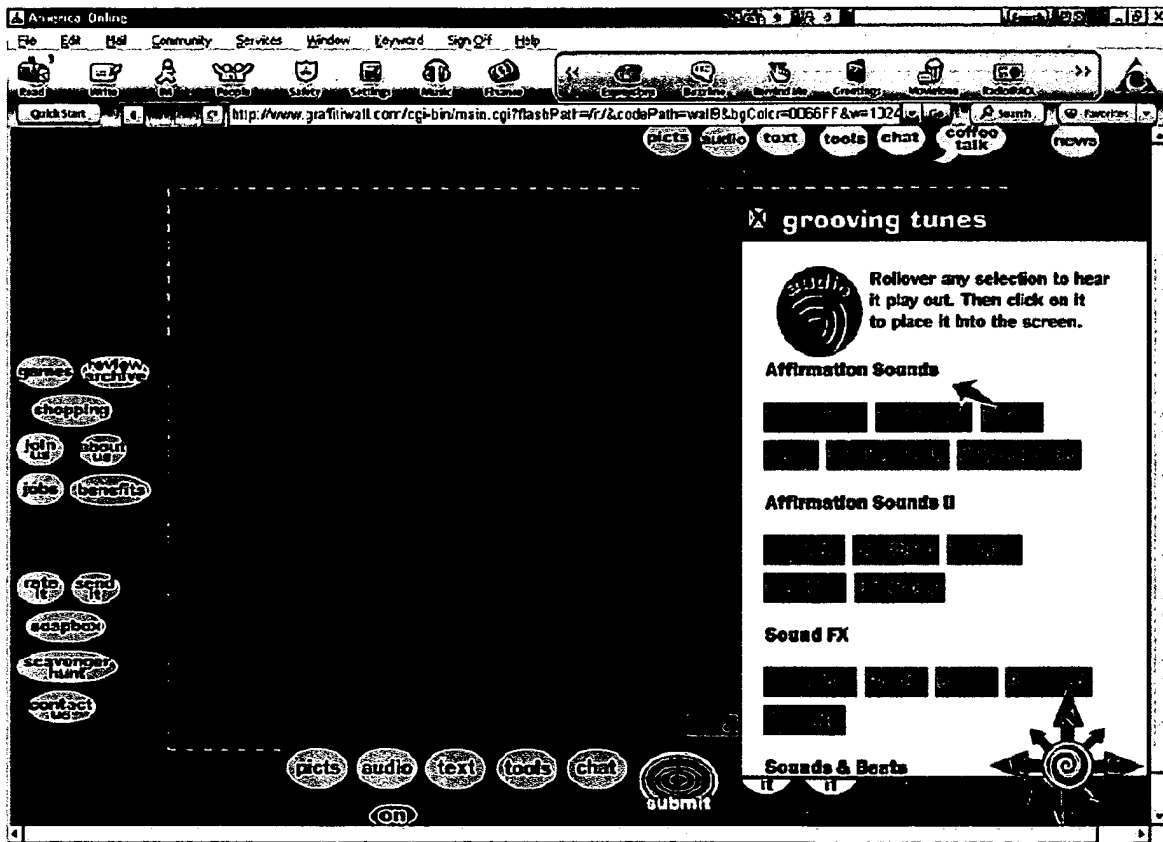
Replacement Sheet

Figure 13



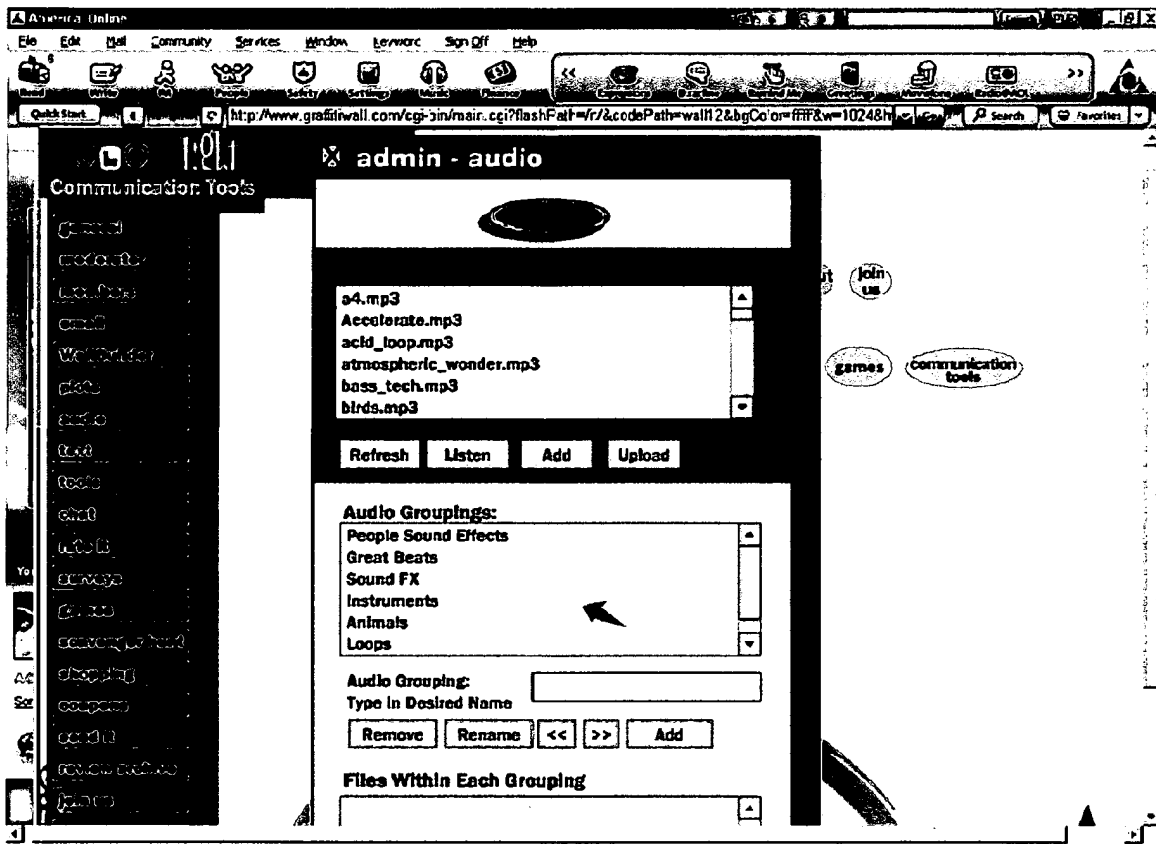
Replacement Sheet

Figure 14



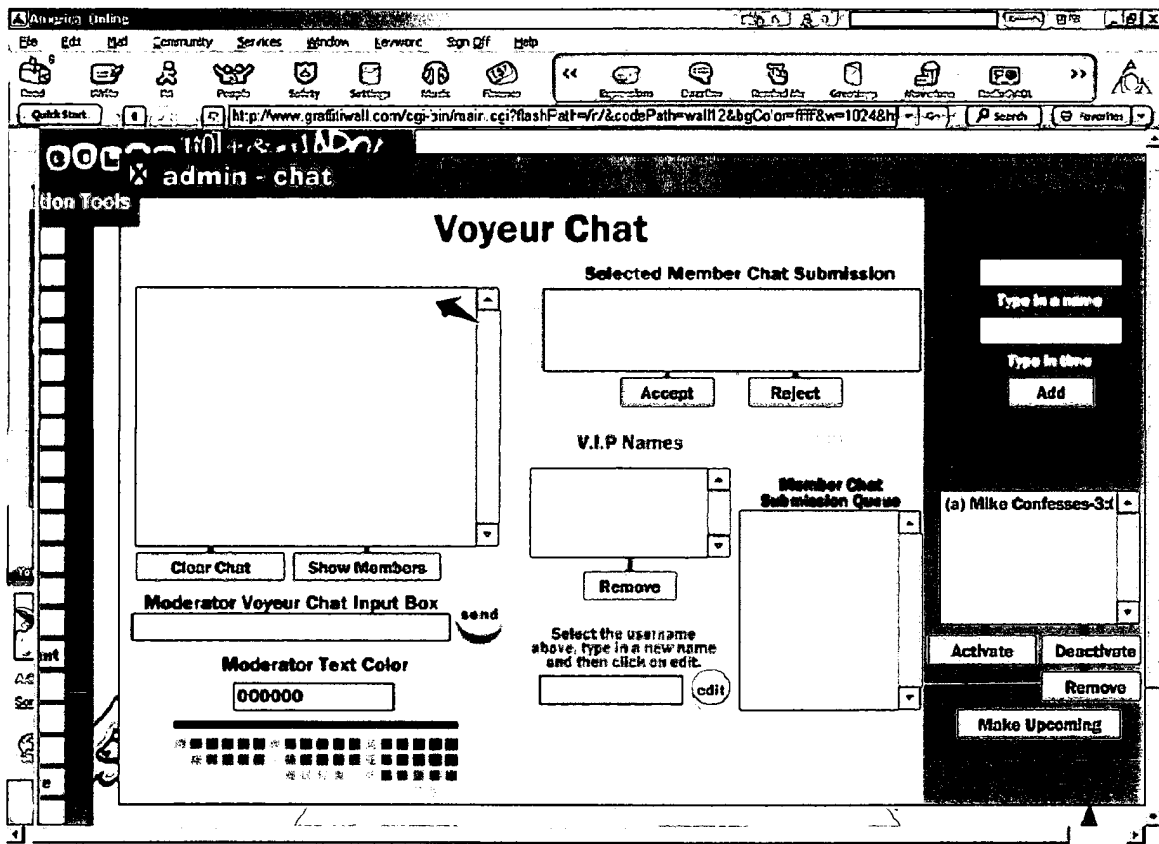
Replacement Sheet

Figure 15



Replacement Sheet

Figure 16



Replacement Sheet

Figure 17

America Online

File Edit Mail Community Services Window Network Sign Off Help

Quick Start

http://www.graffitiwall.com/cgi-bin/main.cgi?flashPath=/r/&codePath=walB&bgColor=0066FF&w=1024

survey

Piracy Threat Has Hollywood Fighting for Its Rights

Today's technology consumers have the products and knowledge to download and make copies of music and movies and print their own photographs using digital cameras. This month's cover story explores the impact of these technological advances on the businesses that operate in these industries. How do you weigh the needs of industry vs consumer rights. Please take a few moments to answer these questions.

Does the entertainment industry have the right to fine anyone who downloads copyrighted material?

☐ Of Course! ☐ yes ☐ sometimes ☐ seldom ☐ NO WAY!

Does it make sense that companies sell video and audio tapes that can be duplicated but forbids copying anything digitally downloaded?

☐ Of Course! ☐ yes ☐ sometimes ☐ seldom ☐ NO WAY!

shopping

join us

jobs

benefits

rate it

send title

scrapbook

scavenger hunt

contact us

THE WALL STREET JOURNAL

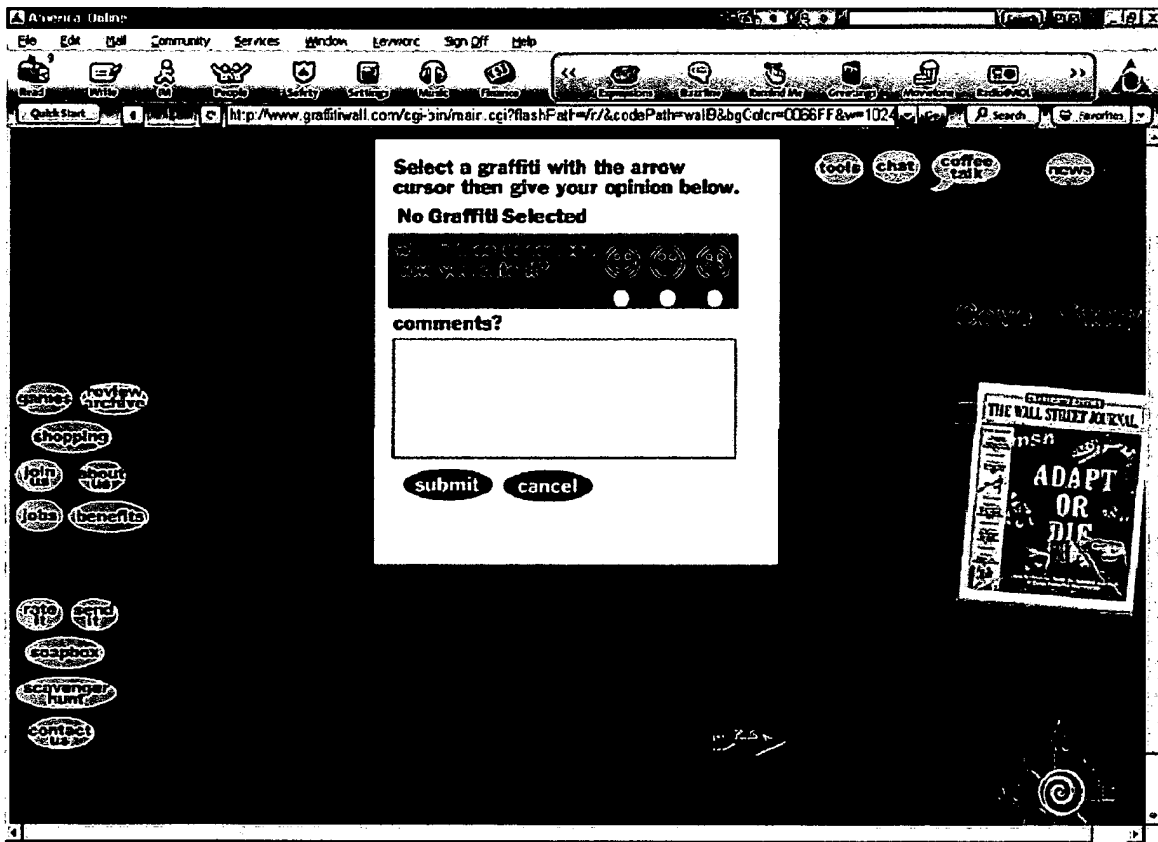
msn

ADAPT OR DIE

©

Replacement Sheet

Figure 18



Replacement Sheet

Figure 19

Communication Tools

Home

Admin

Members

Groups

Surveys

Focus Groups

Games

Chat

One-To-One Interviews

Gratit Sessions

Login Info

Select A Participation Type

Select A Participation Type

admin - member database info

search

generate email

All Members

admin

annie

chatBuddy

cherie

Debbie

ernie

gottsTVIS

Jm/

KZ

Create New Member

Delete Member

Special Interests

☒ Entertainment

☒ Music

Username: admin

Password: adminPass

email:

First Name:

Last Name:

Address 1:

Address 2:

City:

State: [select one]

Country:

Zip:

Telephone:

Profession: [select profession]

Select A Participation Type

Select A Participation Type

Login Info

Gratit Sessions

Chat

One-To-One Interviews

Surveys

Focus Groups

Games

picts

audio

text


tools

chat

submit

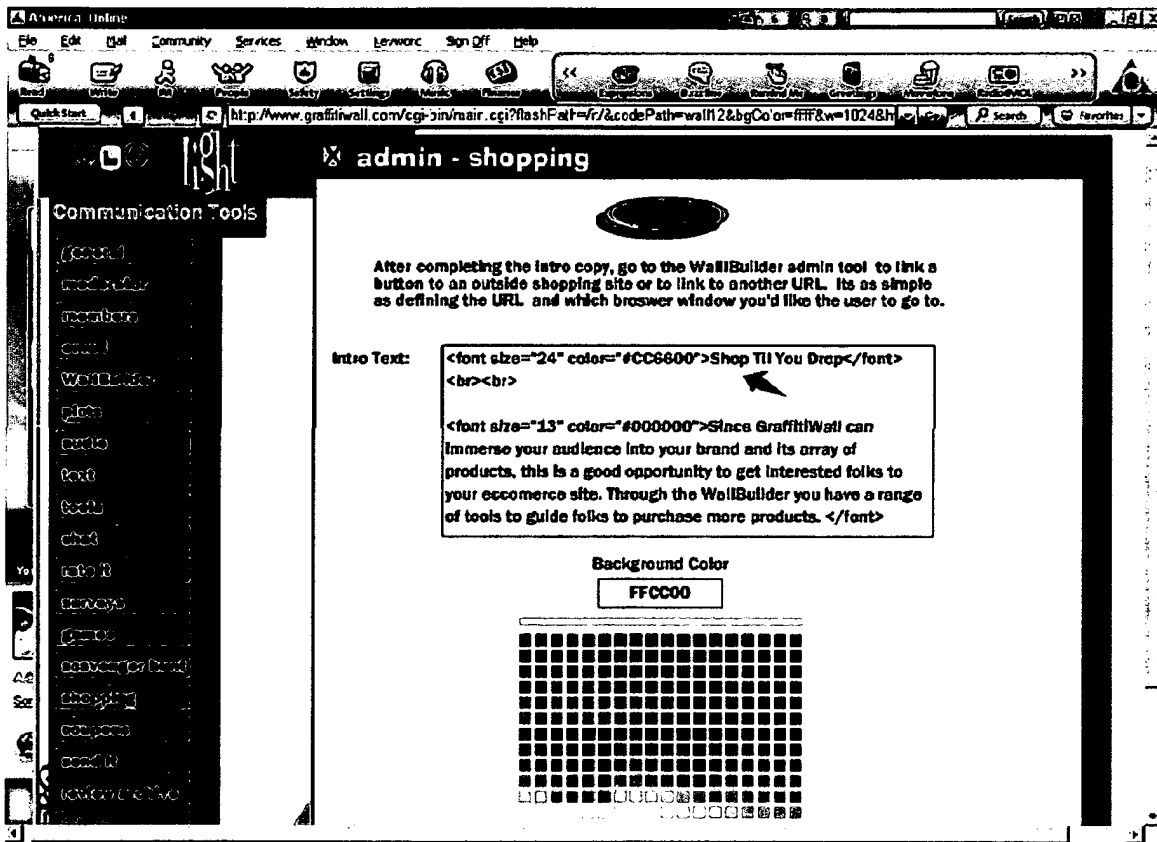
rate it

send it



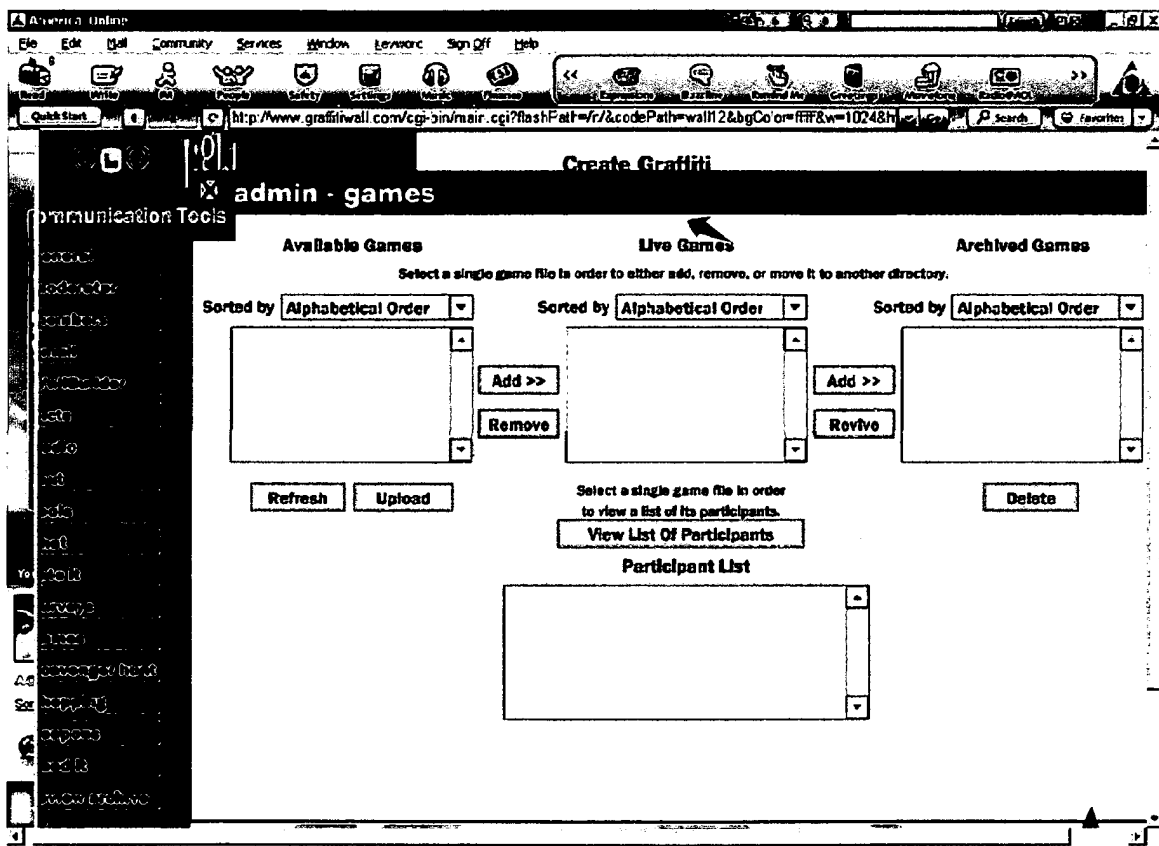
Replacement Sheet

Figure 20



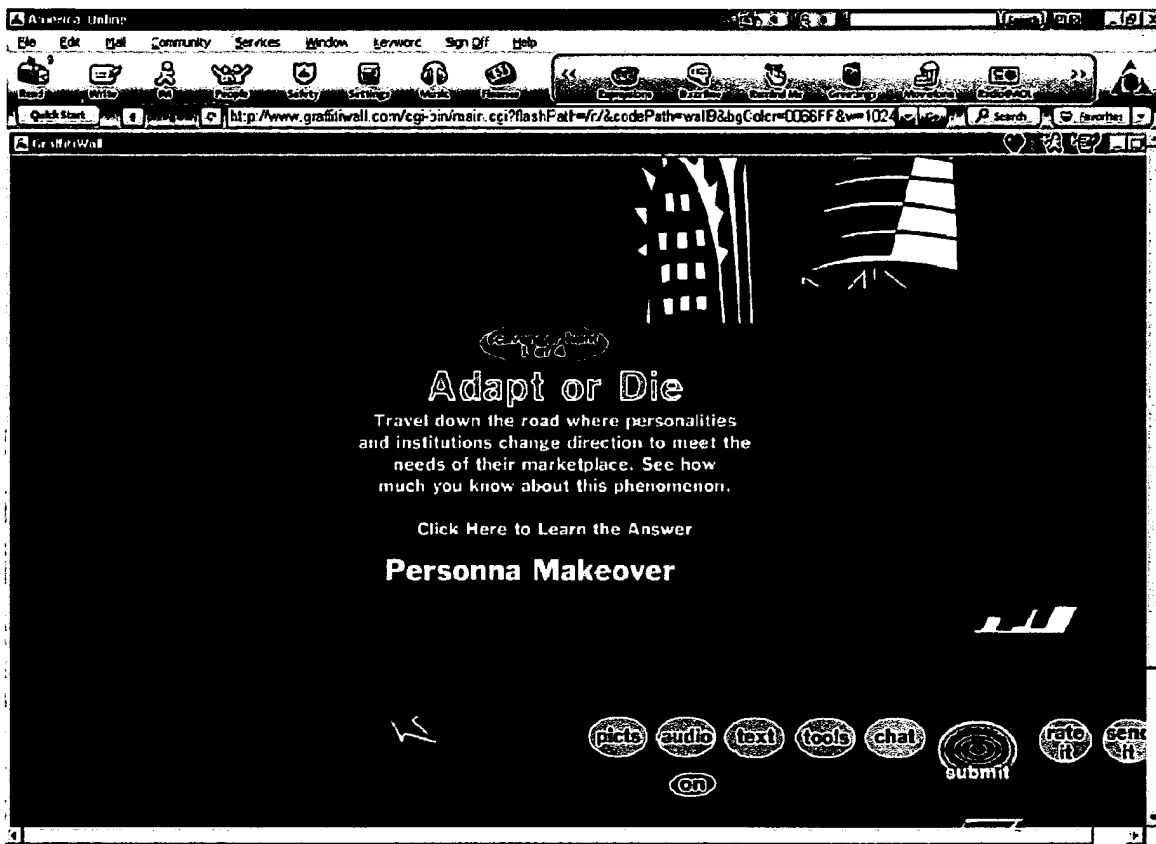
Replacement Sheet

Figure 21



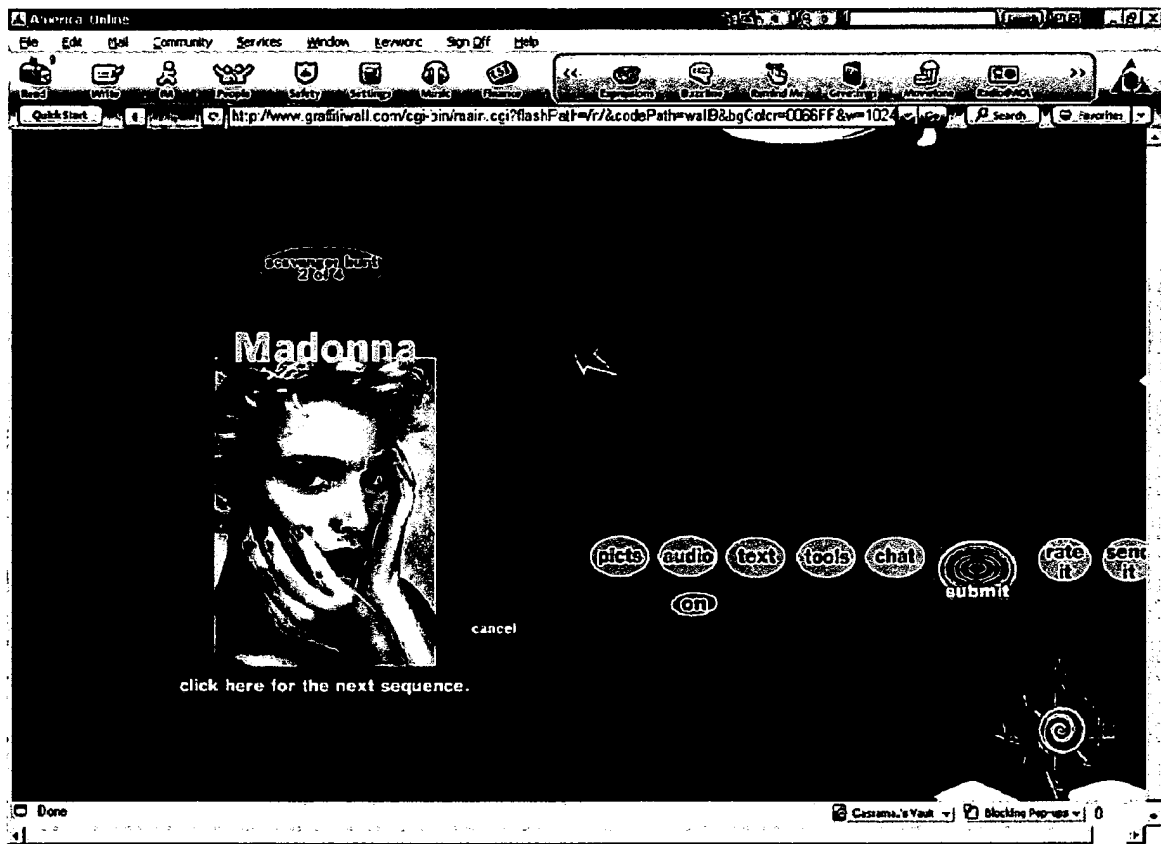
Replacement Sheet

Figure 22



Replacement Sheet

Figure 23



Replacement Sheet

Figure 24

The image shows a screenshot of a web browser window titled "America Online". The address bar displays the URL: `http://www.graffitiwall.com/cgi-bin/main.cgi?flashFalt=/r/&codePath=walB&bgColor=0066FF&y=1024`. The browser's menu bar includes File, Edit, Mail, Community, Services, Window, Location, Sign Off, and Help. The toolbar contains icons for Read, Write, Mail, People, Safety, Settings, Music, Webcam, Expressions, Emotions, Random Me, Creating, Webcam, and AddWall.

The main content area is divided into two sections. The left section contains a form with the following fields and labels:

- Your first and last name**: A single-line text input field.
- Your email address**: A single-line text input field.
- Your friend's first and last name**: A single-line text input field.
- Your friend's email address**: A single-line text input field.
- For more than one, separate with commas**: A single-line text input field.
- Your message**: A large multi-line text input area.
- Background Color:** A small black square followed by the text "Text Color:" and another small black square.
- Palette**: A grid of 24 small black squares.

The right section has a dark background with the text "Having A Great Time - Wish You Were Here" at the top. At the bottom, there is a row of circular buttons labeled "pics", "audio", "text", "tools", "chat", "submit", "rate it", and "send it". Below the "pics" button is a small "on" button.

Replacement Sheet

Figure 25

GriffinWall - Microsoft Internet Explorer

admin - email

Communication Tools

Email Templates

Recipient Lists
(These are lists generated within the Member Admin Tools "search results.")

Sender's Name:

Sender's Email:

Subject Line:

Message:
Edit existing emails or create a new template here.

Start | My Documents... | GriffinWall - Web... | Gotfred CP app... | GriffinWall - PE... | 9:27 AM

Replacement Sheet

Figure 27

America Online

File Edit Mail Community Services Window Viewwork Sign Off Help

Quick Start

http://www.graffitiwall.com/cgi-bin/main.cgi?flashPath=/r/&codePath=wall2&bgColor=fff&w=1024&h=768

Search Favorites

Communication Tools

- Chat
- Webcam
- Members
- Code
- Wallpaper
- Gifts
- Vote
- Rate
- Tools
- Chat
- Invite
- Groups
- Place
- Language
- Shopping
- Comics
- Cart
- Music
- Forum
- Help
- Contact Us
- Privacy

☐ Graffiti reviewed by Moderator before posting
☐ Graffiti from Focus Group can submit directly to Wall
Wall's browser pop-up dimensions:

12 00 00

Default Window(s): ☒ Graffiti Window ☐ Graffiti & Chat Windows

Graffiti Lifespan (Seconds):

Rating Increment/Decrement:

Rating Increment Adds: seconds to lifespan

Rating Decrement Subtracts: seconds from lifespan

Background motion increment:

Window Scrolling Increment:

Minutes of inactivity before disconnect:

Intro Text:

communication tools




Figure 28

Replacement Sheet

Figure 29

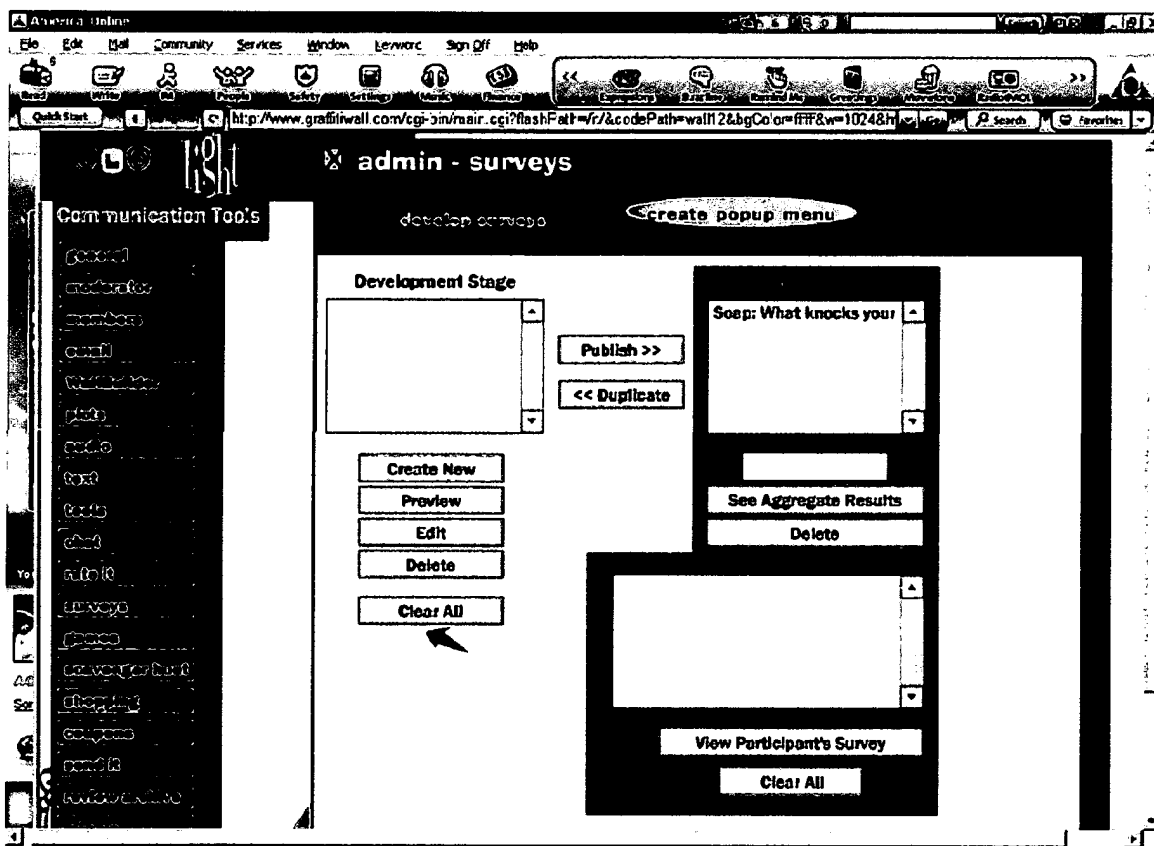


Figure 30

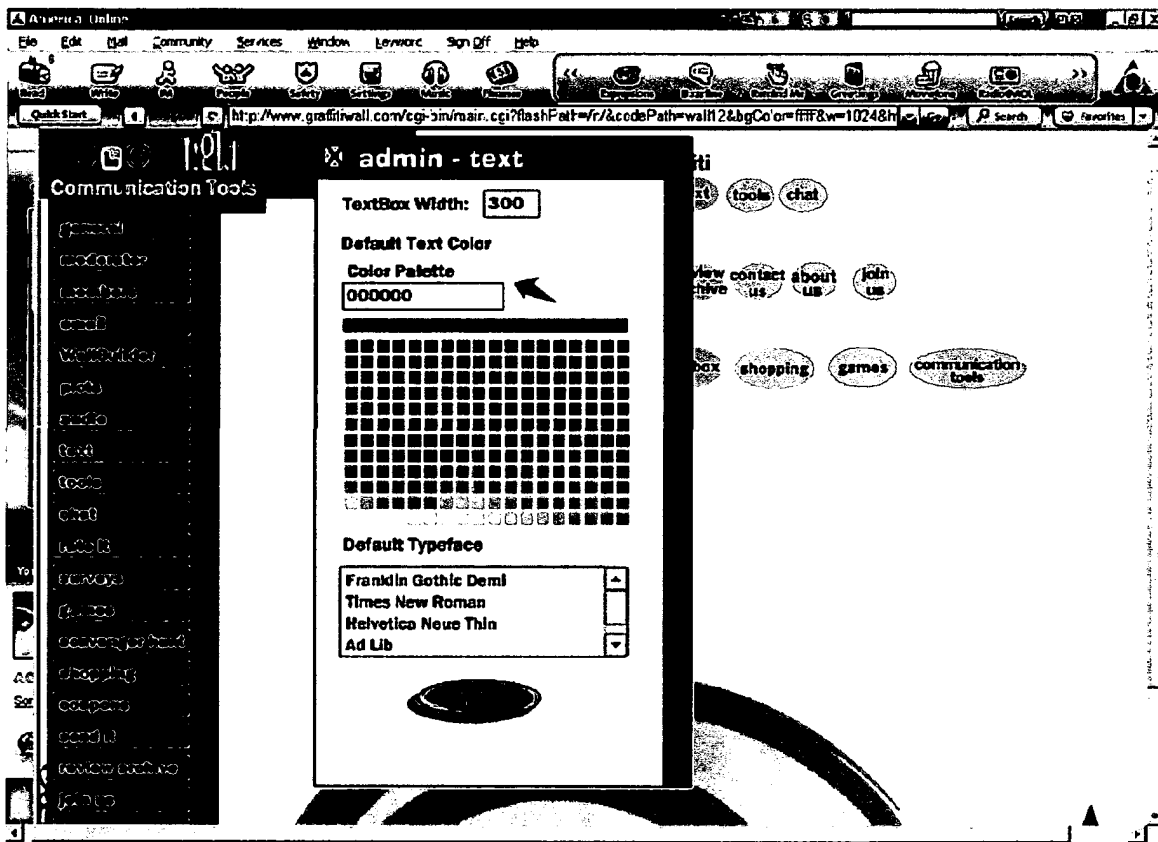
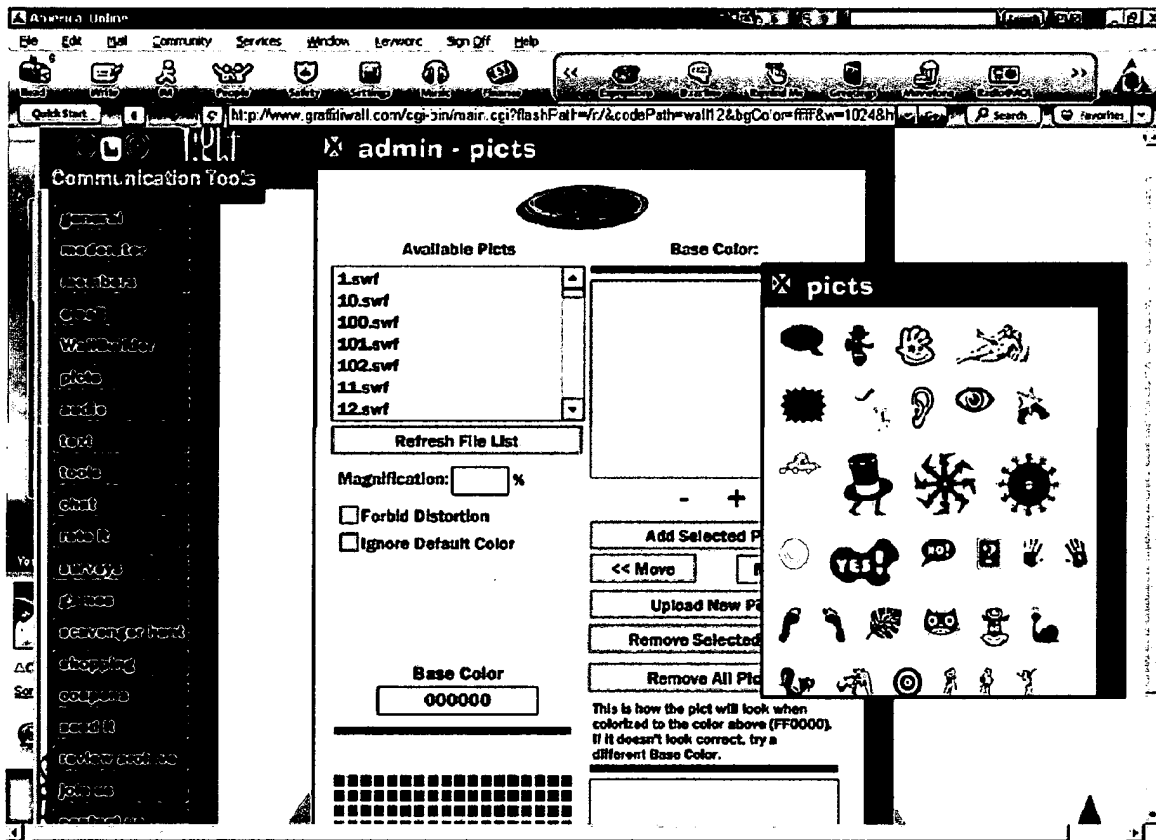
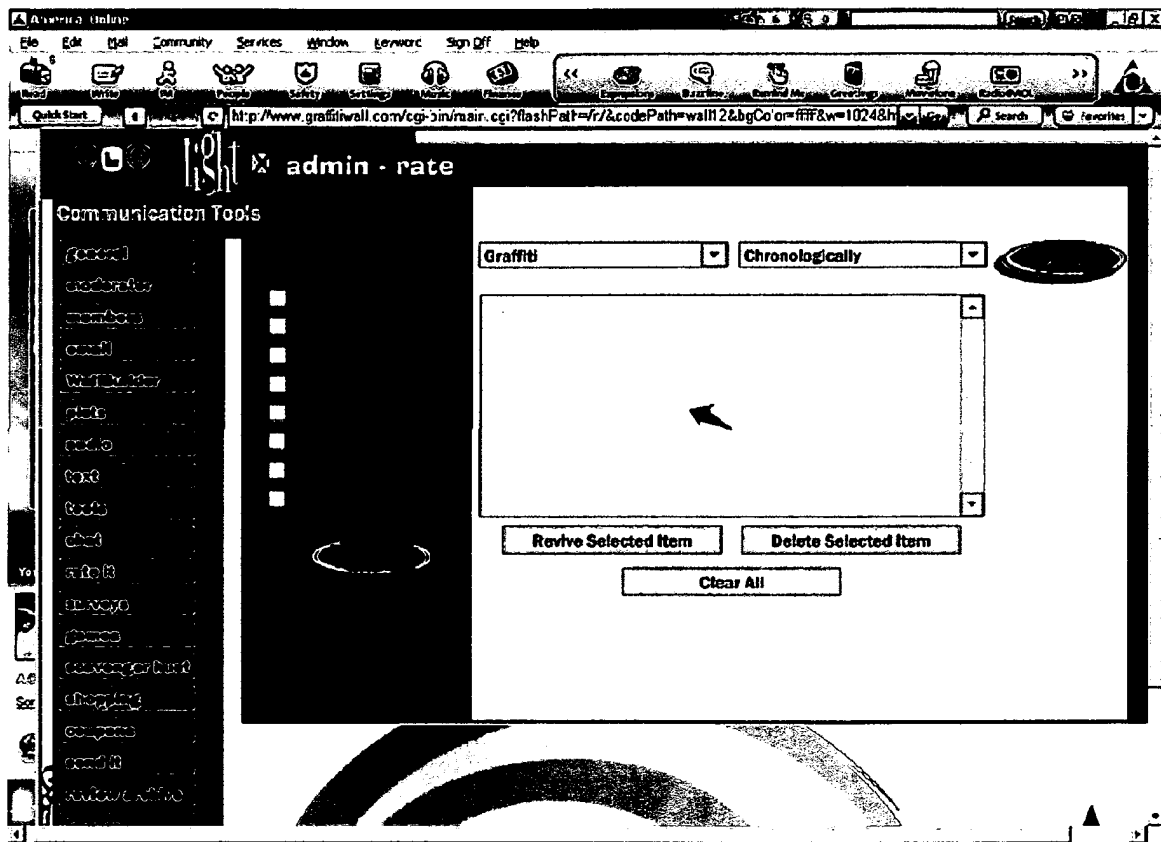


Figure 31



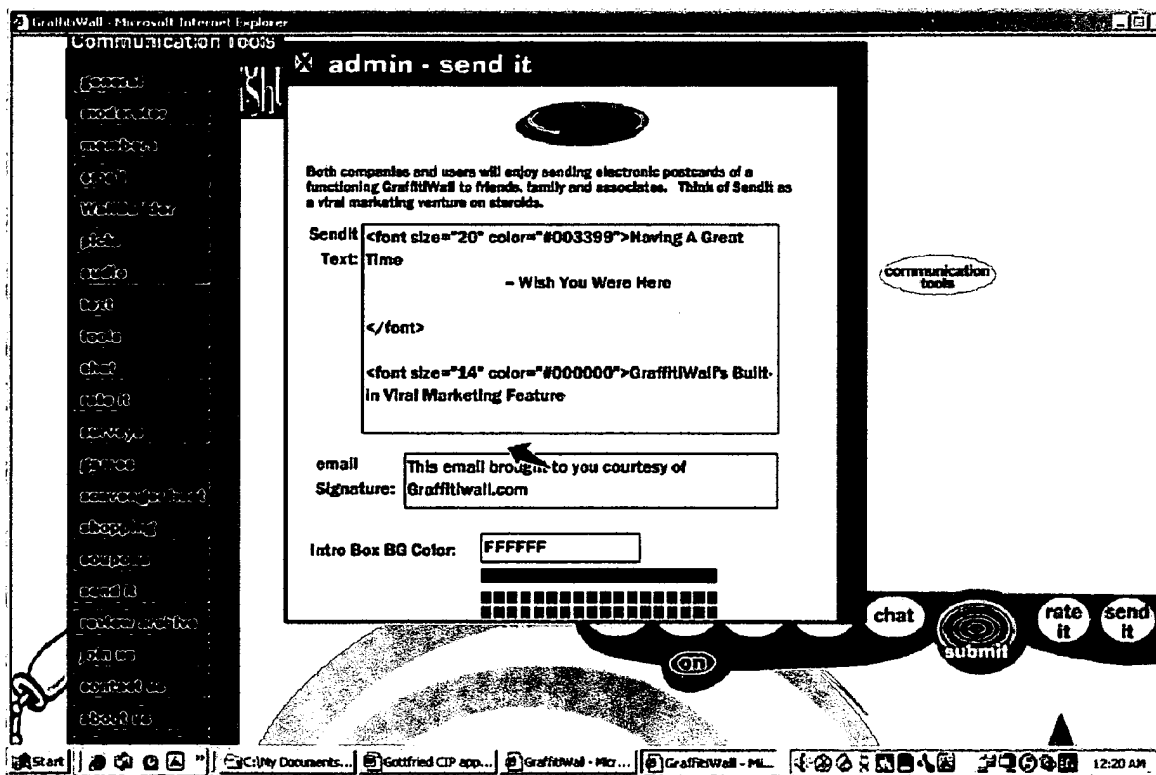
Replacement Sheet

Figure 32



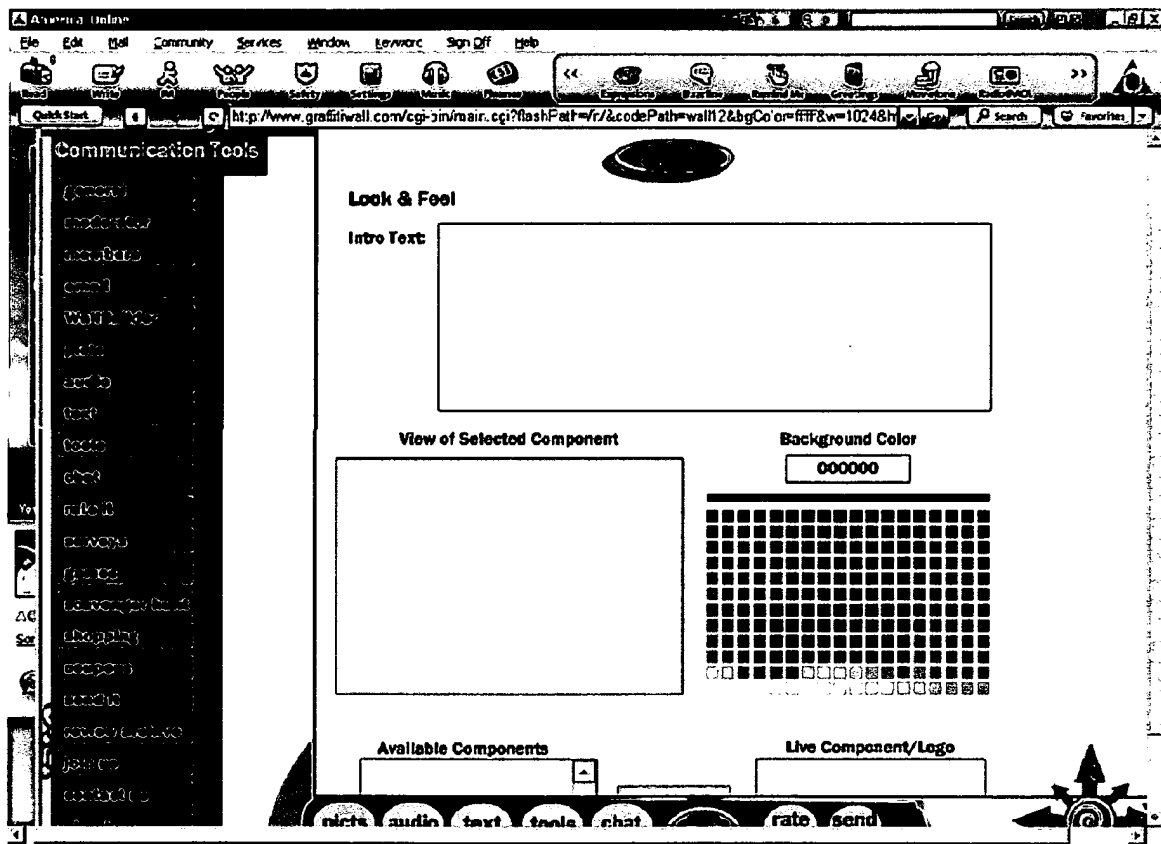
Replacement Sheet

Figure 33



Replacement Sheet

Figure 34



Replacement Sheet

Figure 35

